

COKER 100 WILT COTTON

The South's Balanced
Dependable Variety

1953 BREEDER'S REGISTERED SEED



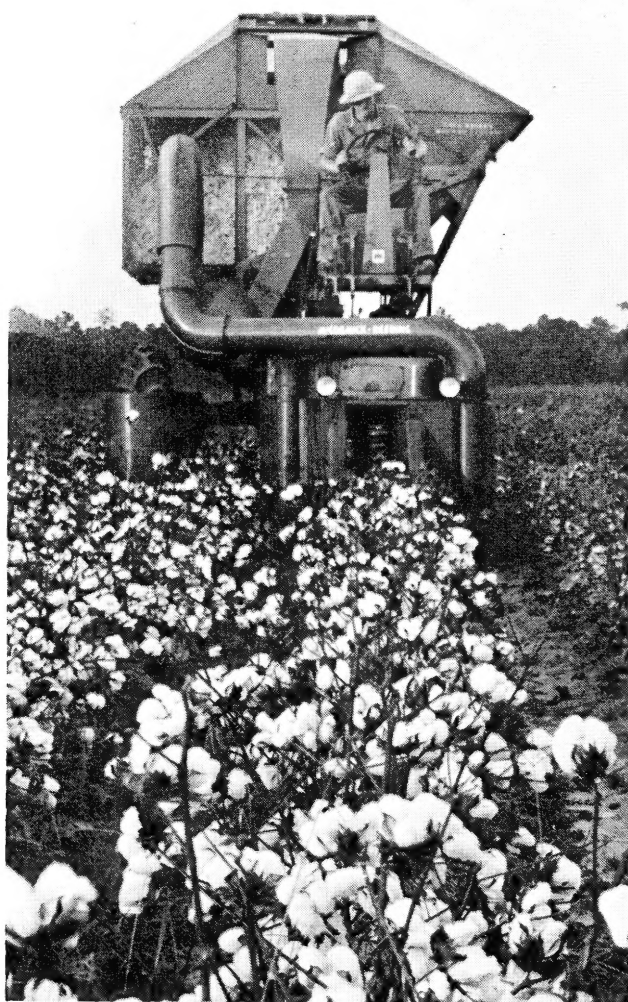
Coker 100 Wilt is Easy to Pick

Coker 100 Wilt is well adapted to hand or machine picking. Being early and having fluffy bolls, thin foliage and a desirable plant type, it is especially adapted to machine picking. The ease with which it can be cleaned in the gin assures the grower of a sample of good preparation and with a minimum amount of trash.

Mechanical picking tests conducted by the Delta Experiment Station during the four years 1948-51 and reported in the April 1952 issue of Mississippi Farm Research show that no other variety of cotton had a higher picking efficiency than Coker 100 Wilt. Furthermore, no other variety consistently gave higher grades, when machine picked, than Coker 100 Wilt.

Growers all across the Cotton Belt have found Coker 100 Wilt easy to pick whether by hand or machine.

BELOW—Harvesting a bale-and-a-half per acre field of Coker 100 Wilt with a mechanical picker on the Coker farms at Hartsville, S. C. The wide fluffy opening and storm resistance of this variety result in better grades and a high degree of picker efficiency.



COKER 100 WILT

To Our Friends and Customers



Robert R. Coker
President

In the spring of 1932—at the very bottom of the depression when there was a tremendous surplus of cotton, and the price had dropped to around 6¢ per pound, the late Mr. David R. Coker gave the following advice to Southern farmers:

“Plant less. Plant only good land in cotton or tobacco. Raise plenty of food and feed. Have plenty of livestock. Don’t spend 90¢ till you have a dollar. Work with your County Agent. Use pure pedigreed seed bred by scientific methods by a reliable breeder.”

Today we are again faced with a large cotton surplus and the necessity for drastic acreage reduction. We believe that this advice is as sound today as when it was given 22 years ago this spring. In order to produce bigger yields of better quality cotton on fewer acres is it not wise to use the very best seed that can be obtained?

Sincerely yours,
Robert R. Coker, *President*

BELOW—A section of our cotton breeding nursery at Chester, South Carolina, showing Coker 100 Wilt strains test.



Coker 100 Wilt Produces Prize Winning Yields

Since 1926 a total of 38 official state cotton growing contests have been conducted in North Carolina, South Carolina and Georgia. This includes the 1953 contest in Georgia the results of which have already been announced. In the 38 state contests since 1926, Coker 100 Wilt or its parent variety has won first place 36 times!

1926-1945—During this 20-year period, Coker 100 Wilt won first place 19 times in the South Carolina State Cotton Growing Contest.

1946—North Carolina held its first state cotton growing contest this year. Coker 100 Wilt won first place in North Carolina and South Carolina.

1947—Georgia held its first state cotton growing contest this year. Coker 100 Wilt won first place in North Carolina, South Carolina and Georgia.

1948—Coker 100 Wilt won first place in North Carolina, South Carolina, and Georgia.

1949—Coker 100 Wilt won first place in North Carolina, South Carolina, and Georgia. During this year, W. A. Meadows of Cochran, Ga., made an all-time Georgia production record by producing 3.07 bales of Coker 100 Wilt per acre on his five-acre contest plot.

1950—Coker 100 Wilt won first place in North Carolina, South Carolina, and Georgia.

1951—Coker 100 Wilt won first place in North Carolina and South Carolina. During this year, J. Maurice Smith of Edgefield County, South Carolina, won the South Carolina sweepstakes prize for an all-time Southeastern record in cotton production. On his five acres of Coker 100 Wilt, he produced 3.35 bales per acre for a total of 17 bales.

1952—In 1952, Coker 100 Wilt won first place in South Carolina and Georgia. No contest was held in North Carolina.

1953—Coker 100 Wilt won first place in Georgia. Announcement of winners in North Carolina and South Carolina not yet made.

COTTON

Coker 100 Wilt is Widely Adapted

The Southwide breeding and testing program conducted by Coker breeders enabled them to achieve wide adaptation for Coker 100 Wilt. That means: (1) it is outstanding in its performance in a given area, (2) it is widespread in its adaptation and a leading producer of highest quality cotton in most parts of the Cotton Belt, and (3) it is well-adapted to a wide range of weather or other environmental conditions. For many years, Coker breeders sold seed of a large number of varieties each year, one for one locality or condition, one for a different requirement, and still others to meet other varying needs. The development of Coker 100 Wilt resulted from special breeding and testing techniques designed to produce a variety that could be depended on for superior performance year in and year out under widely varying growing conditions.

BELOW—Bird's eye view of Coker 100 Wilt in the Mississippi Delta shows this better than two and one-half-bale-per-acre field near Greenwood, Miss. In the picture are, left to right, John Kearney, enthusiastic grower of Coker 100 Wilt; E. D. Lott, manager of The Goyer Company of Yazoo City; and Maurice Larrimore, breeder in charge of Coker breeding work in the Mississippi Delta.



COKER 100 WILT

1953 Breeder's Registered Seed

Our 1953 Breeder's Registered Seed possesses the best combination of desirable characteristics of any variety that we have ever bred or tested. It was developed through many years of scientific breeding and testing to provide the cotton grower with a variety that would net more money than any other variety that he could plant.

YIELDING ABILITY

Maximum yields are necessary for greatest profit. Coker 100 Wilt, because of its wide adaptation, abundant fruiting characteristic, wilt resistance, earliness, and stormproofness, has been outstanding in yield. The ability of Coker 100 Wilt to produce high yields has been conclusively proved in our own experimental tests on wilt-infested soils from the Carolinas through Mississippi and Arkansas and by results obtained in tests conducted by State and Federal experiment stations throughout the cotton belt. Its performance on thousands of farms has shown it to be a truly outstanding variety. In 38 five-acre state-wide contests in North Carolina, South Carolina, and Georgia, Coker 100 Wilt has won first place 36 times.

WILT RESISTANCE

Fusarium wilt has infested the soils of large areas throughout the entire cotton belt. Profitable yields cannot be obtained unless a wilt-resistant variety is grown. Our trained and experienced plant breeders and pathologists are working together in breeding for wilt resistance. They have succeeded in combining high yields and excellent fiber quality with resistance. Coker 100 Wilt, because of its yielding ability, is a leading producer on non-wilt soils. This characteristic, combined with high wilt-resistance, makes Coker 100 Wilt the cotton that can be depended upon for profitable yields of high quality cotton in wilt-infested fields.

PICKING QUALITY

Coker 100 Wilt, being early and having fluffy bolls, thin foliage, and desirable plant type, is especially adapted to hand or machine picking. The ease with which it can be cleaned in the gin assures the grower of a sample with the minimum amount of trash and the best gin preparation that could be obtained with any variety. Growers who have been leaders in mechanized production have been enthusiastic in their praise of Coker 100 Wilt and its adaptation to mechanical harvesting.

FIBER QUALITY

Coker 100 Wilt is outstanding in quality of fiber as the result of many years of breeding, selection, and testing for improved fiber and spinning characteristics. Through an amendment to the Smith-Doxey Act, passed in 1941, the services of the fiber and spinning laboratories of the U. S. Department of Agriculture were made available to breeders and others on a fee per sample basis. Tens of thousands of lint samples of

Coker 100 Wilt breeding stocks have been sent to these laboratories during the 12 years that these services have been available. The extensive use of fiber technology in the selection of new strains has resulted in the 1953 Breeder's Registered Strain being outstanding in fiber and spinning qualities and in its being sought for and praised by the cotton mills. This has been accomplished along with an increase in yield and an improvement in other characteristics. Cotton buyers and cotton manufacturers recognize Coker 100 Wilt as being a cotton with character and with a very low amount of waste.

STAPLE LENGTH

Coker 100 Wilt produces a staple of $1\frac{1}{2}$ to $1\frac{3}{4}$ inches on average soils in average seasons. In favorable seasons and on heavy, fertile soils, such as those in the Mississippi Delta, it frequently produces a longer staple.

COKER 100 WILT '53 BREEDER'S REGISTERED SEED

DESCRIPTION

- Plant**—Erect, semi-determinate in type. Vigorous with more erect branches. Well adapted to mechanized culture and harvesting, and to control of insects.
- Foliage**—Thin, with deeply-lobed, medium size leaves, usually easy to defoliate.
- Season**—Very early, escaping maximum boll weevil damage and mid-season to late-season moisture shortage.
- Bolls**—Round ovate, slightly pointed, 70 to 72 per pound, well-fluffed, storm resistant.
- Lint Length**— $1\frac{1}{2}$ " to $1\frac{3}{4}$ " under average conditions, longer under good conditions.
- Lint Percent**—37% to 39% under average conditions, higher under more favorable conditions.
- Fiber Quality**—Excellent, uniform, strong. Sought for and praised by buyers and manufacturers.
- Production**—High. Widely adapted.
- Wilt Resistance**—High resistance to Fusarium and tolerant, though not resistant, to Verticillium.
- Picking Quality**—The best. Type of plants, amount of foliage, fluffiness and storm resistance of bolls, and cleanliness of lint well suited to hand and mechanical picking.

PRICES MACHINE DELINTED SEED

Coker 100 Wilt, 1953 Breeder's Registered Seed
\$12.50 per 100 lb. bag, \$225.00 per ton.

PRICES ACID DELINTED SEED

Coker 100 Wilt, 1953 Breeder's Registered Seed
\$10.00 per 50 lb. bag, \$370.00 per ton.

All prices F.O.B. your nearest Coker Seed distributor.

ALL SEED TREATED WITH CERESAN



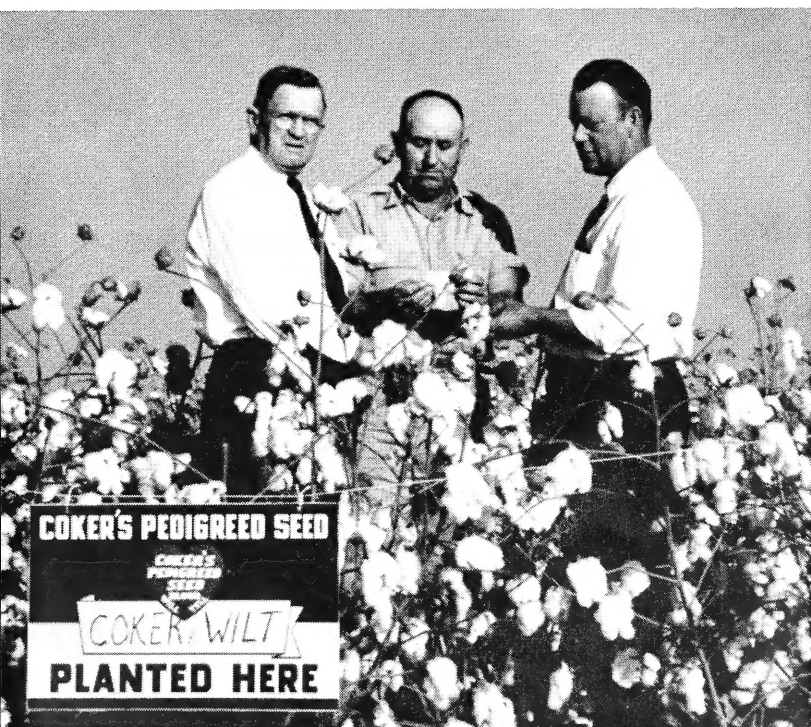
Coker's cotton breeders make detailed and intensive studies of every row in their breeding plots. Above, Dr. J. Winston Neely, director of plant breeding and agricultural research, is measuring the staple length of Coker 100 Wilt.



Coker 100 Wilt Makes Superior Performance Record from the Carolinas to Missouri

ABOVE—Picking 100 boll samples in our 1953 Coker 100 Wilt strains test near Chester, S. C.

BELOW—This 1953 field of Coker 100 Wilt on the Shotwell Plantation at Tchula, Miss., produced 2.60 bales per acre for Mr. Henry C. Waterer, left. With him is his farm manager, Mr. Shaw, center; and Dr. J. Winston Neely, director of plant breeding and agricultural research for Coker's Pedigreed Seed Company.



Coker 100 Wilt has made an outstanding record in yield trials conducted in most parts of the South. At the same time letters from farmers, one-variety community organizations and county agents praising Coker 100 Wilt are written evidence of its superior performance in the field, its high quality and top selling value.

Reports on its splendid performance have been received from such widely separated areas as southern Virginia, Florida, Missouri, Tennessee and the Rio Grande Valley of Texas. Its superior record in the Southeast is best evidenced by the fact that by U. S. Department of Agriculture figures 70 per cent of the cotton produced in the six states of the Southeast is Coker 100 Wilt.

EXTENSIVE TESTS

Coker breeders conduct extensive cotton breeding and testing programs at Rich Square, North Carolina; at Hartsville and Chester in South Carolina; in Mississippi at Lake Cormorant, Greenwood and Morehead; Huntsville, Alabama; Leachville, Arkansas; and Sikeston, Missouri. Varieties are tested eight years before seed of them are sold. Special techniques and analyses are employed to determine the ability of these cottons to perform at all these locations. They are also tested by State and Federal Experiment stations throughout the Cotton Belt from the Carolinas to the Rio Grande Valley. These intensified breeding and testing programs combined with the employment of efficient techniques and the use of data from Experiment Station tests help to explain why Coker 100 Wilt has made a record of superior performance in the field from the Carolinas to Missouri, and why Coker 100 Wilt out-performs other varieties that were developed under more localized breeding and testing.

Coker 100 Wilt is Balanced, Wilt Resistant

Fusarium wilt occurs throughout the Cotton Belt from east central Texas and Oklahoma to the Atlantic Seaboard and is particularly severe in the lighter phases of Coastal Plain soils. Plants affected with this disease become stunted due to shortened joints, and leaves become yellow and eventually drop as the disease advances. Coker 100 Wilt is highly resistant to Fusarium wilt.

At the same time, Coker 100 Wilt combines wilt resistance with high yields, excellent fiber quality, premium staple, earliness, satisfactory gin turn-out, fiber strength, good milling qualities, storm proofness and adaptation to mechanical harvesting. These characteristics, plus its wide adaptation, result in its being a well-balanced cotton capable of superior performance in both wilt and non-wilt soils in most parts of the cotton belt.

For year-round, year in and year out performance and dependability under Southern growing conditions, Coker 100 Wilt has no superior.

IMPORTANT NOTE

Our Coker 100 Wilt Resistant Cotton has been bred to produce maximum yields on soils infested with Fusarium wilt, and it has some tolerance to Verticillium wilt. However, due to the development of new races of wilt, complicated by adverse seasonal conditions, improper fertilization and cultural practices, and the presence in most instances of nematodes, no conscientious breeder can guarantee any wilt resistant cotton to survive 100 per cent on any wilt infested soils.

BELOW—Mr. J. W. Trunnell of Bleckley County, Ga., won the 1953 state prize in Georgia's Five-Acre Cotton Contest with this field of Coker 100 Wilt. His production record was 19,627 pounds of seed cotton on five acres or approximately 3 bales per acre. This was the second time Mr. Trunnell, left, shown with Mrs. Trunnell, had won Georgia's state prize with Coker 100 Wilt. Indicating the storm resistance of Coker 100 Wilt, this picture was taken a few days after a September hurricane had swept across it.



62.77

COKER'S PEDIGREE SEED COMPANY

DAVID R. COCKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

HARTSVILLE, SOUTH CAROLINA

1954 SEASON

COCKER 100

WILT RESISTANT

COTTON

AUTHORIZED DEALER



PLACE
3 CENT
STAMP
HERE